

ABSTRACT OF THE DISCLOSURE

An image display apparatus includes a reflective display device, an illumination light source for illuminating the display device, an illumination optical system for guiding light from the illumination light source to the display device, and a display optical system for guiding light from the display device to an eye of an observer. The illumination optical system and the display optical system share an optical surface A having two functions of transmission and reflection with each other, the optical system A has a curvature on a local meridional section (a plane including incident light and exit light of a reference ray emitted from the illumination light source and passing a center of an image on the display device and the center of the pupil), there is a curved surface B provided on the opposite side of the optical surface A to the display device, the optical surface A and optical surface B compose a lens body, rays emitted from the illumination light source are reflected by the optical surface A of the lens body to illuminate the display device, reflected light from the display device is transmitted by the optical surface A to enter the lens body, and the light then emerges from the optical surface B, is reflected by a plurality of reflective surfaces, and thereafter is guided to the pupil, thus permitting observation of an enlarged image of the image displayed on the display device.